

Judy Lawrence

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Pharmaceutical Sales Professional

Dynamic, productive sales professional with documented record of increasing market share and surpassing sales goals. Recognized for exceeding all call averages, meeting sample inventory requirements, strong work ethic and consistent criteria achievement. A team player with the demonstrated ability to quickly build rapport with primary care and internal medicine physicians and cardiologists through tenacity, and the ability to accurately relay technical information. Areas of expertise include:

- ❖ Product Knowledge
- ❖ Market Share Growth
- ❖ Partnership Development
- ❖ Customer Relationship Management
- ❖ Territory / Account Revitalization
- ❖ Client Service / Satisfaction
- ❖ Territory Management
- ❖ Account Management
- ❖ Competitive Analysis

Professional Experience

BRISTOL MYERS SQUIBB; Arlington Heights, IL

2002 – Present

Pharmaceutical Sales Representative

- Played vital role in Region's *achievement of #1 ranking for Midwest Area* by personally exceeding revenue goals.
- *Received national recognition for generating highest total script volume change in 2003.*
- *Revitalized under-producing northwest Chicago territory* by developing strategies to improve physician utilization of cholesterol lowering and blood clot preventing products.
- Charged with spearheading pilot program to improve sales representative productivity and increase scripts from top 10 physicians over 3-month period.
- *Exceeded target revenue goal by 113%* through key medical customer relationship management.
- *Improved ranking from 29th to 3rd within one year* through identification and partnership development with top 10% HMG writers, resulting in increased client base.
- *Championed monthly journal club* to discuss recent industry advancements and competition activities.
- *Host educational luncheons, dinner meetings, and seminars* to present healthcare advances to current and potential clients.

THERAPEUTIC SERVICES OF AMERICA; Oakbrook, IL

1997 – 2000; 2001 – 2002

Account Executive / Medical Sales Representative (2001 – 2002)

Sales Intern (1997 – 2000)

- *Recruited by President* to rejoin company in Account Executive role based on proven sales and relationship building skills.
- *Increased business by \$144K annually* by securing contract with Northwestern Memorial and Rush Presbyterian Hospitals.
- *Increased annual revenue by \$40K in first month* as Account Executive managing 20+ key accounts.
- Secured business with Chicago hospitals, nursing homes, major medical facilities, and private practices through delivery of high-impact sales presentations.
- Ensured high quality customer service while expanding network and prospecting for new business through daily conference calls and monthly meeting with customers and therapists.

CITIBANK; Naperville, IL

2000 – 2001

Sales Representative / Financial Analyst

- *Closed \$500K contract with U.S. Marine Corps* to market Citibank products through on-site investment seminars.
- *Cultivated new business* through cold calling, referral follow-up, and current account expansion.
- Marketed mortgages, business loans, and life insurance plans to small businesses and large corporations including Met Life, Crate & Barrel, Nicor, Cybertech, and U.S. Marine Corps.
- Held Series 6 and life insurance licenses.

Education

Bachelor of Arts in Economics, UNIVERSITY OF IOWA; Iowa City, IA (1999)

~ Minor in Spanish